

# University Hill Study Session

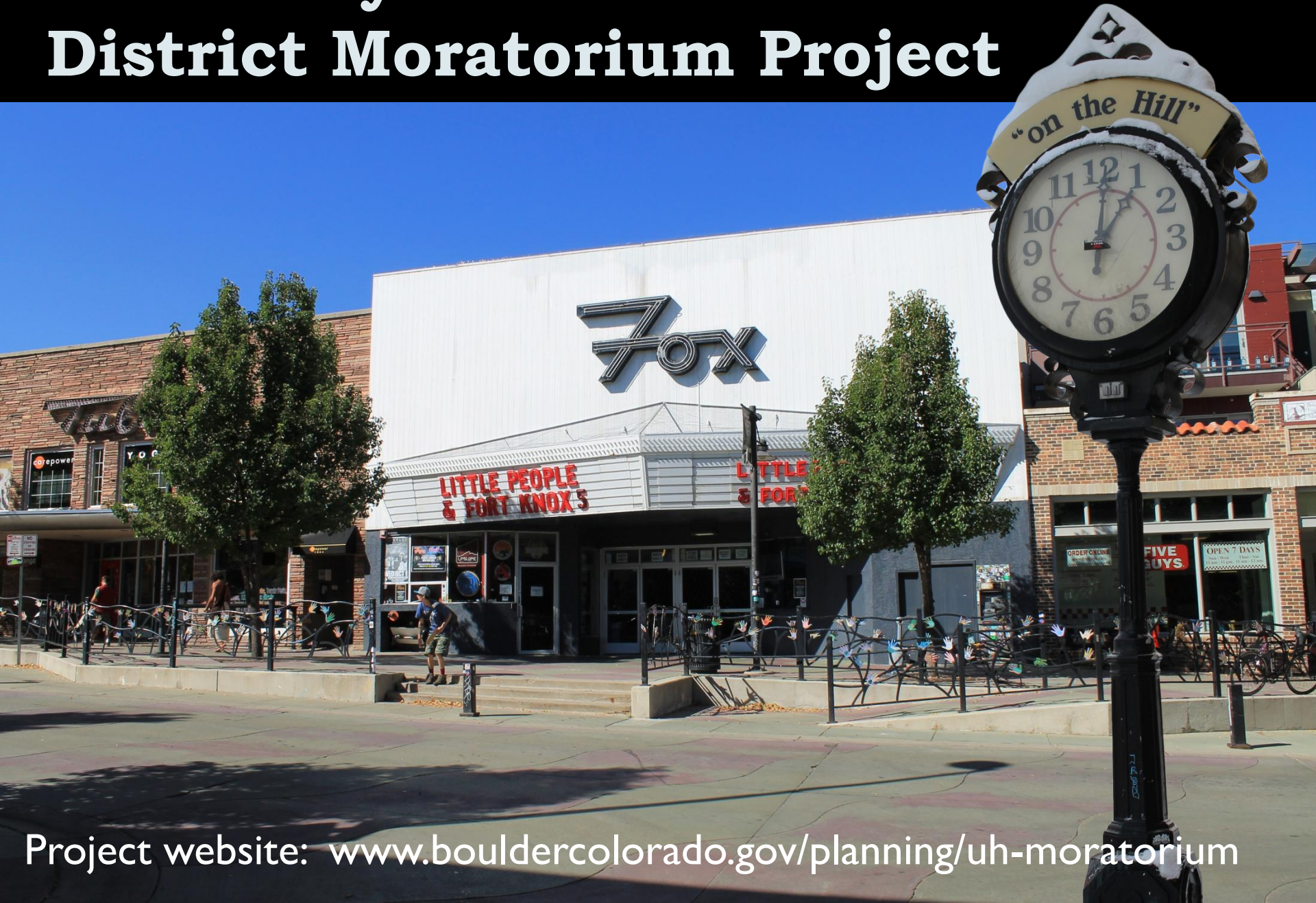
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- ▶ Commercial District Moratorium Project
- ▶ CU Hotel/Conference Center Comparative Analysis

January 27, 2015



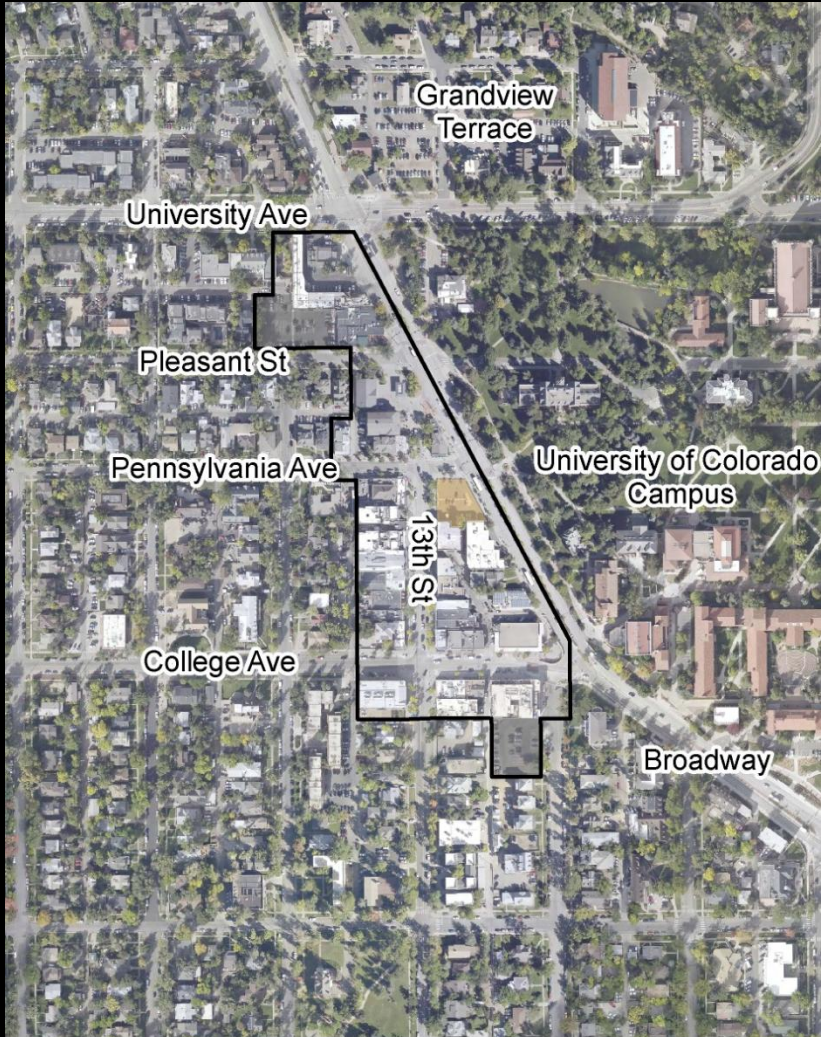
# University Hill Commercial District Moratorium Project



Project website: [www.bouldercolorado.gov/planning/uh-moratorium](http://www.bouldercolorado.gov/planning/uh-moratorium)



# University Hill Commercial District Moratorium



- ▶ Temporary moratorium
- ▶ “Hits the pause button” on residential development in Hill commercial district
- ▶ Provides time to address community concerns

Project Website:

<https://bouldercolorado.gov/planning/uh-moratorium>

# BVCP Vision for the Hill

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- ▶ *“an activity center that serves a variety of commercial, entertainment, educational and civic functions,”*
- ▶ *“also serves a neighborhood center for the surrounding area... and the entire city as well as the region.”*



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- ▶ Project website: <https://www.bouldercolorado.gov/planning/uh-moratorium>

# Moratorium Project Phases

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## ► Completed

Issue identification and analysis

*Sept and Oct 2014*

Public outreach

*Nov 2014*

Refine findings and strategies

*Dec 2014 and Jan '15*

## ► In Progress

Board and Commission Hearings

*Feb 2015*

Council hearings

*Feb and March 2015*



# Uni Hill Overview - History

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Drug store at 1301 Pennsylvania Avenue (Today Buchanan's Coffee Shop), c. 1949; constructed in 1909.



Residential properties converted to commercial, principally through additions onto the fronts and sides of existing houses (such as this one at 1101 13<sup>th</sup> St., c. 1950 – and today).

# History (continued)

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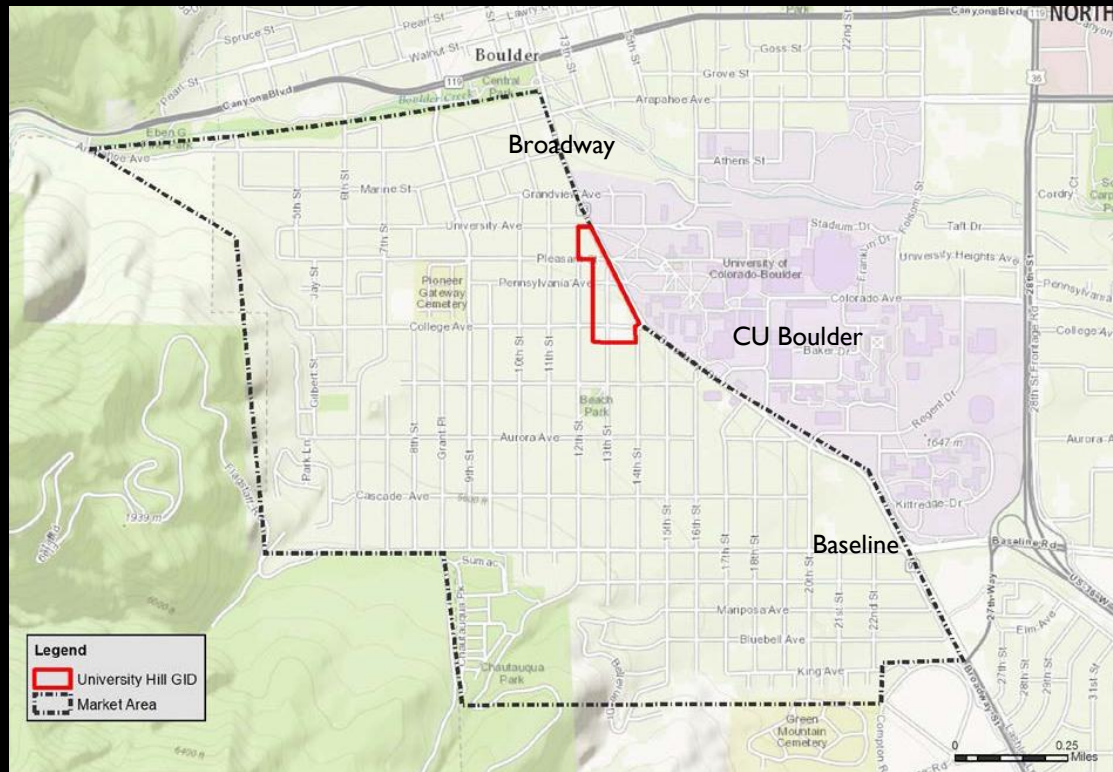
- ▶ From the 1950's onward, the Hill became a regional shopping and entertainment district.



The Fox Theater (originally the Rialto), c. 1952 and today.



# Area Context Today



- ▶ Market Area
- ▶ Population: 11,343
- ▶ Households: 4,305
- ▶ Owner Occupied: 1,449
- ▶ Renter Occupied 2,856

University Hill Market Area, Commercial District and Campus

## CU Boulder Population: 38,020

Student Enrollment: 30,265

Faculty: 5,869

Staff: 3,609

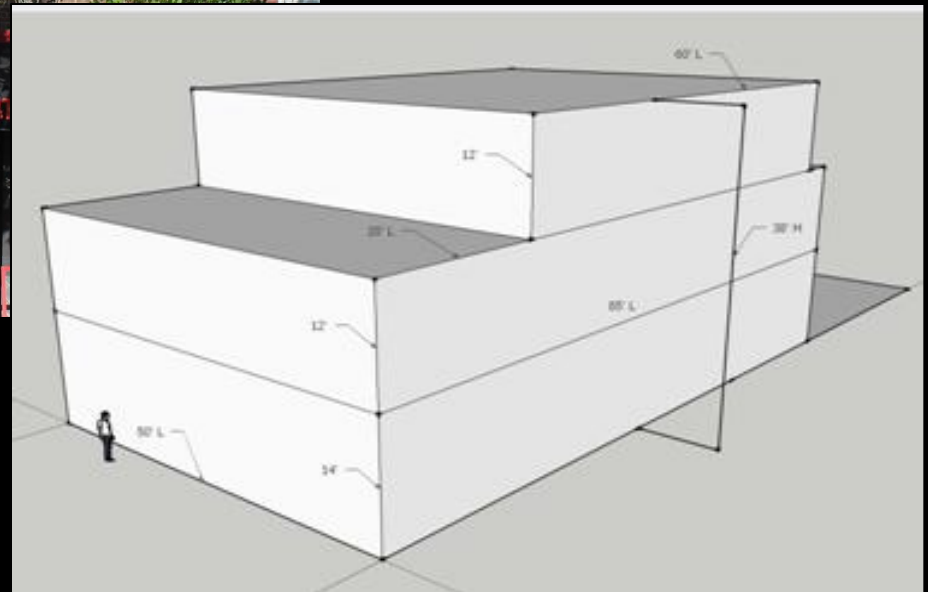


# Existing Zoning- BMS



13<sup>th</sup> Street character and scale

Typical building massing based on existing BMS zoning standards for Uni Hill



# Moratorium Project Findings

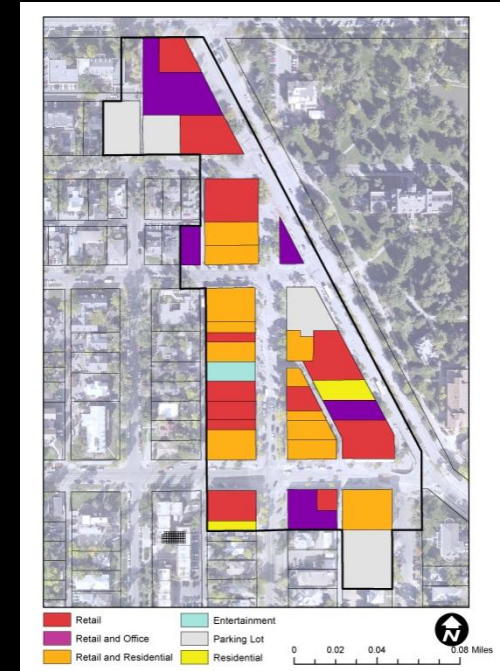
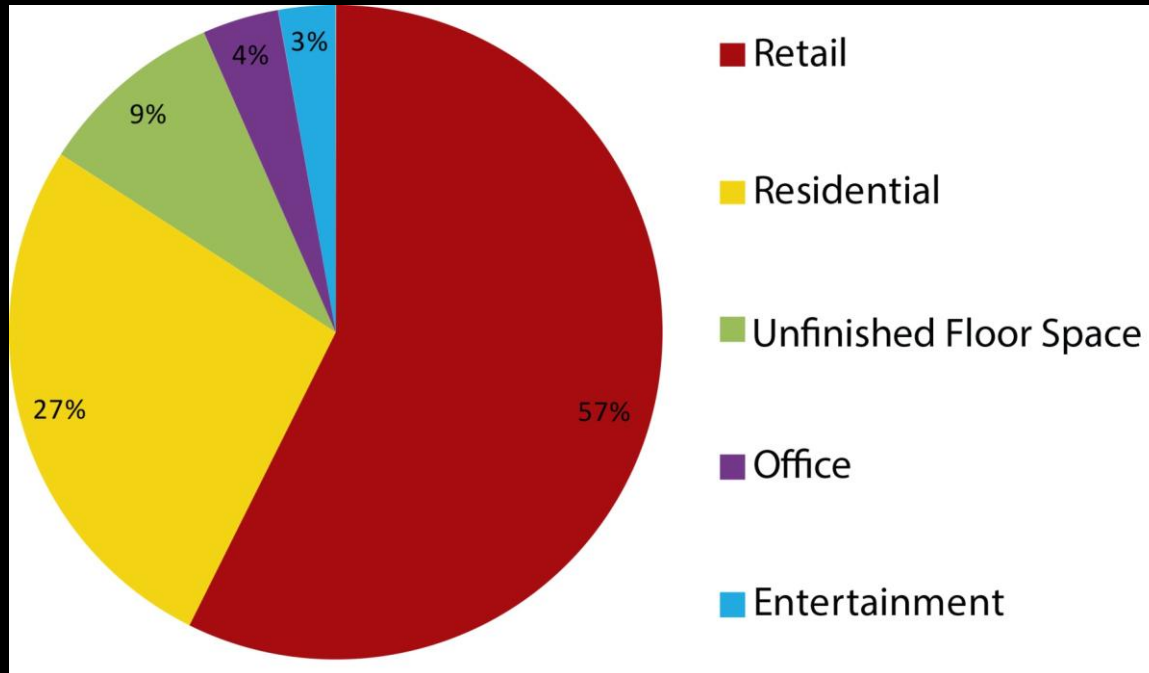
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- I. Proximity to CU provides significant benefits. Diversifying users on the Hill would improve year-round liveliness & attract larger community.



# Findings



## Existing Land Uses by % of Building Square Footage

2. There is an over-concentration of housing in this small commercial district. Adding more units will limit future opportunities to attract diverse users.



# Findings

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3. There are few offices on the Hill, yet offices could play a role in adding year-round diversity of ages and professions, and benefit from proximity to CU

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# Findings

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## 4. Barriers to expanding the diversity of users on the Hill include:



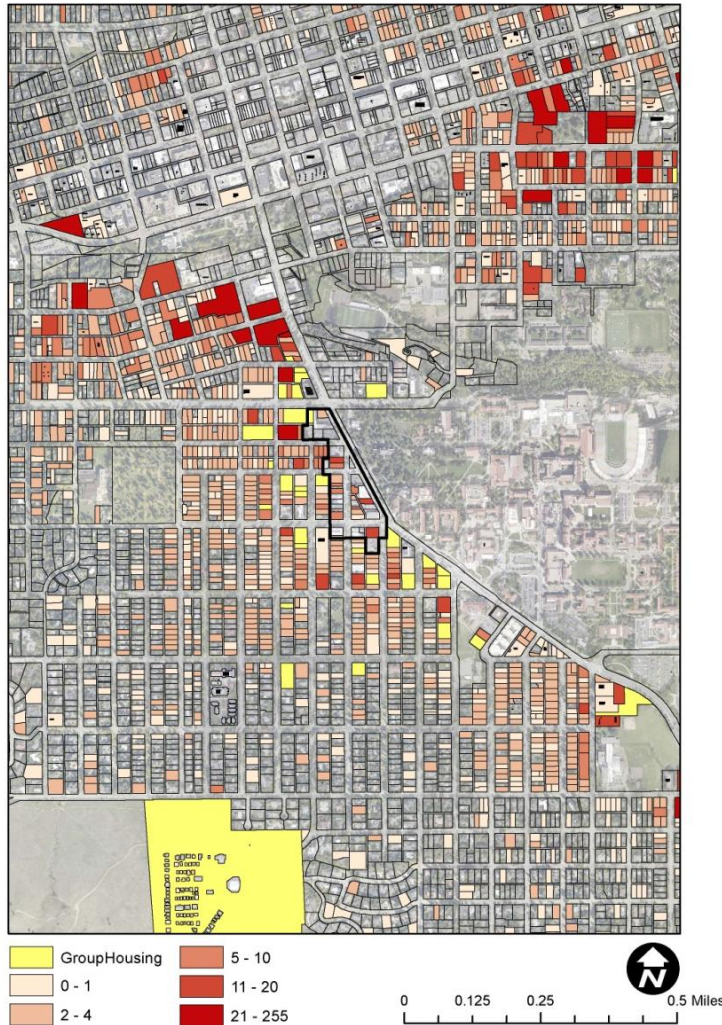
- ▶ Current market favoring student rentals
- ▶ Insufficient public parking
- ▶ Lack of an anchor
- ▶ Lack of other offices, “comps” for financing
- ▶ Lack of professional environment



# Strategies- Options Analyzed

## A. Limit New residential Uses

Rental Units Near Uni Hill BMS Zone



- ▶ A-1: Prohibit all new residential units
- ▶ A-2: Prohibit all but Permanently Affordable and Senior Housing
- ▶ A-3: Prohibit all but units on the 3<sup>rd</sup> floor



# Strategies- Options Analyzed

## B. Encourage New Office Uses



B-1: Create a density bonus for office uses in the BMS zone

B-2: Allow offices uses adjacent to the Hill commercial district (in the RH-5 zone)

# Uni Hill Reinvestment Strategy

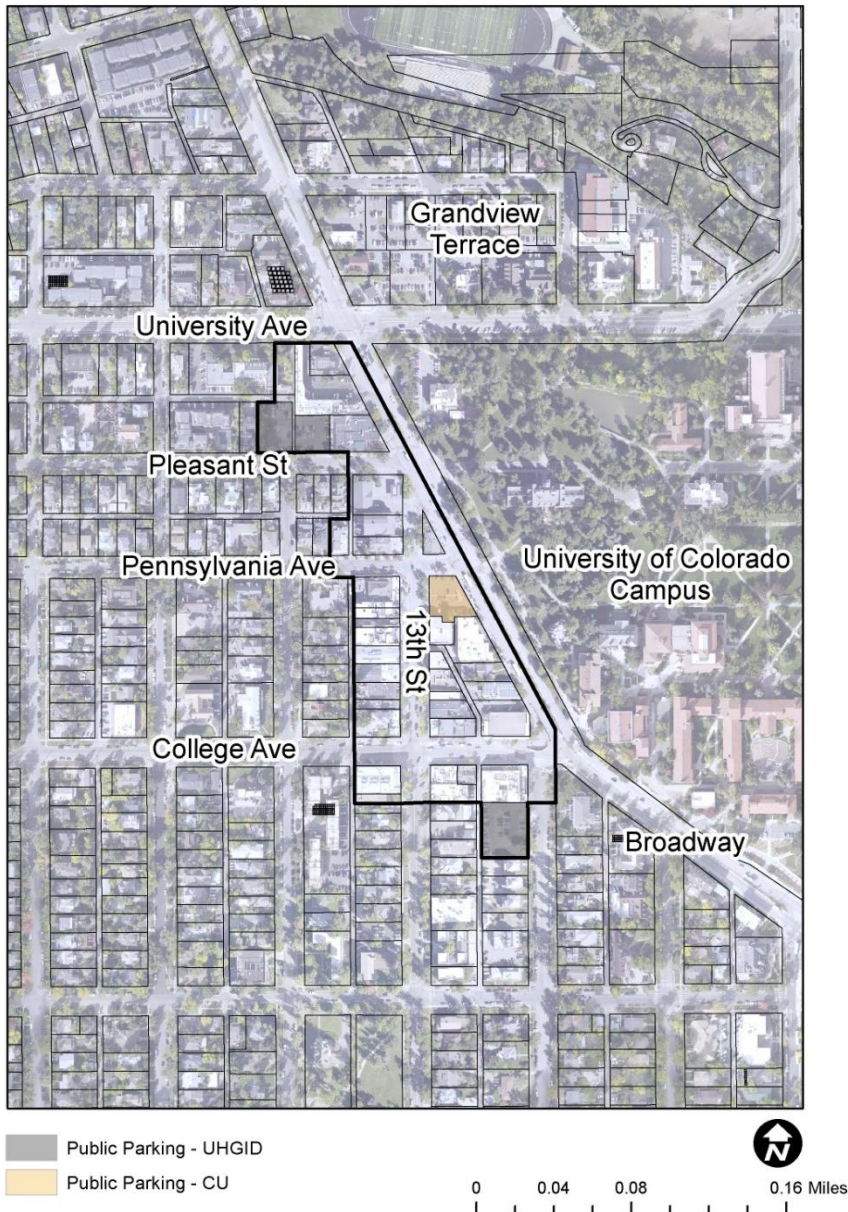
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# Other Strategies Analyzed

- ▶ Public/ Private Partnership on publicly owned surface parking lots:
  - ▶ Add needed parking
  - ▶ Add desired uses





# Other Strategies Analyzed

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- ▶ Consider tax policies/ incentives?
- ▶ Have the city work with CU and private sector to attract an Anchor Use



# Other Strategies Analyzed

- ▶ National Register Historic District/Tax Credits
- ▶ Innovation/Creative District
- ▶ Façade Improvement Program





# Recommended Strategies

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- ▶ Limit new residential, except permanently affordable or senior housing
- ▶ Other Near Term Actions:
- ▶ Attract an anchor use on the Hill to change current market
- ▶ Public/ private partnership on UHGID lots
- ▶ Develop public process to explore National Register Historic District/ Tax credits





# Questions for City Council

- ▶ Questions or comments about the analysis or recommendations?
- ▶ Other issues that should be considered and/or addressed?
- ▶ Should staff explore tax policies to encourage projects that address desired uses that are difficult to attract or that implement the Hill vision?

# Next Steps

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- ▶ **Feb 4:** Landmarks Board
- ▶ **Feb 5:** Planning Board
- ▶ **Feb. 11:** UHCAMC
- ▶ **Feb. 17:** City Council 1<sup>st</sup> reading
- ▶ **March 3:** City Council 2<sup>nd</sup> reading
- ▶ **March 17:** City Council 3<sup>rd</sup> reading (if needed)





# CU/Hotel Conference Facility Site Options

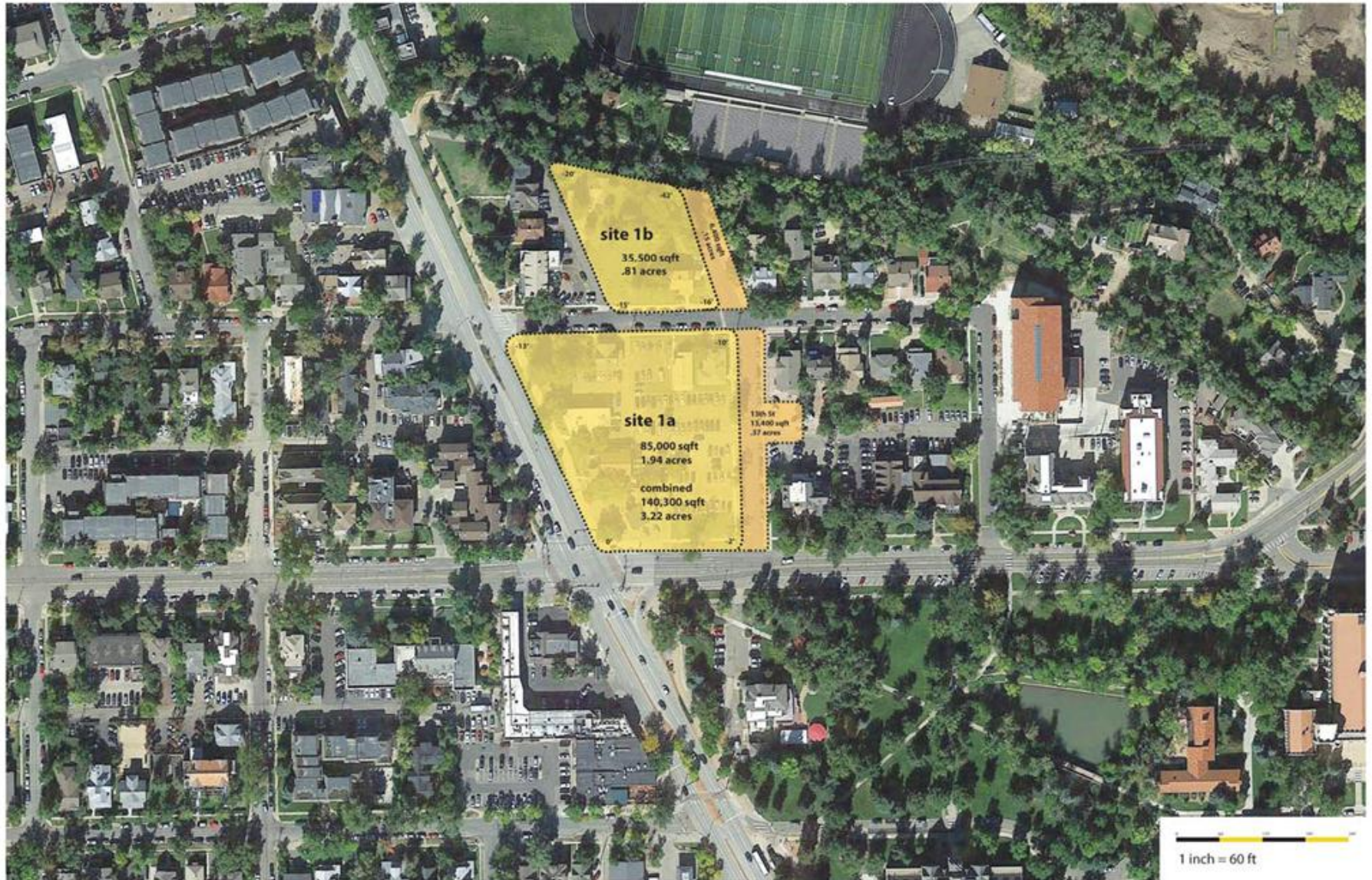
## *Grandview & Folsom Sites*





# CU/Hotel Conference Facility Site Options

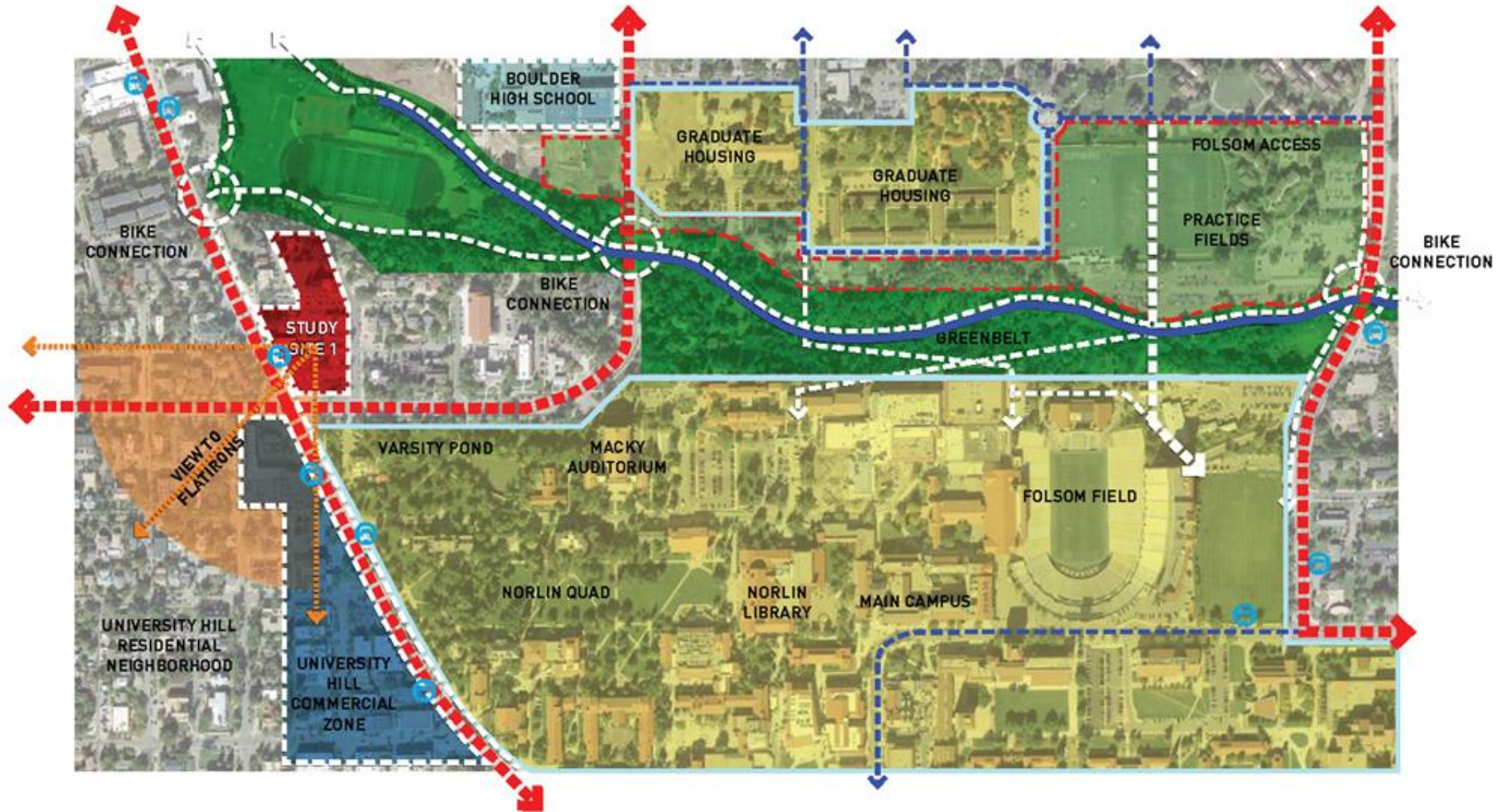
## *Grandview Site: Physical Site Characteristics*





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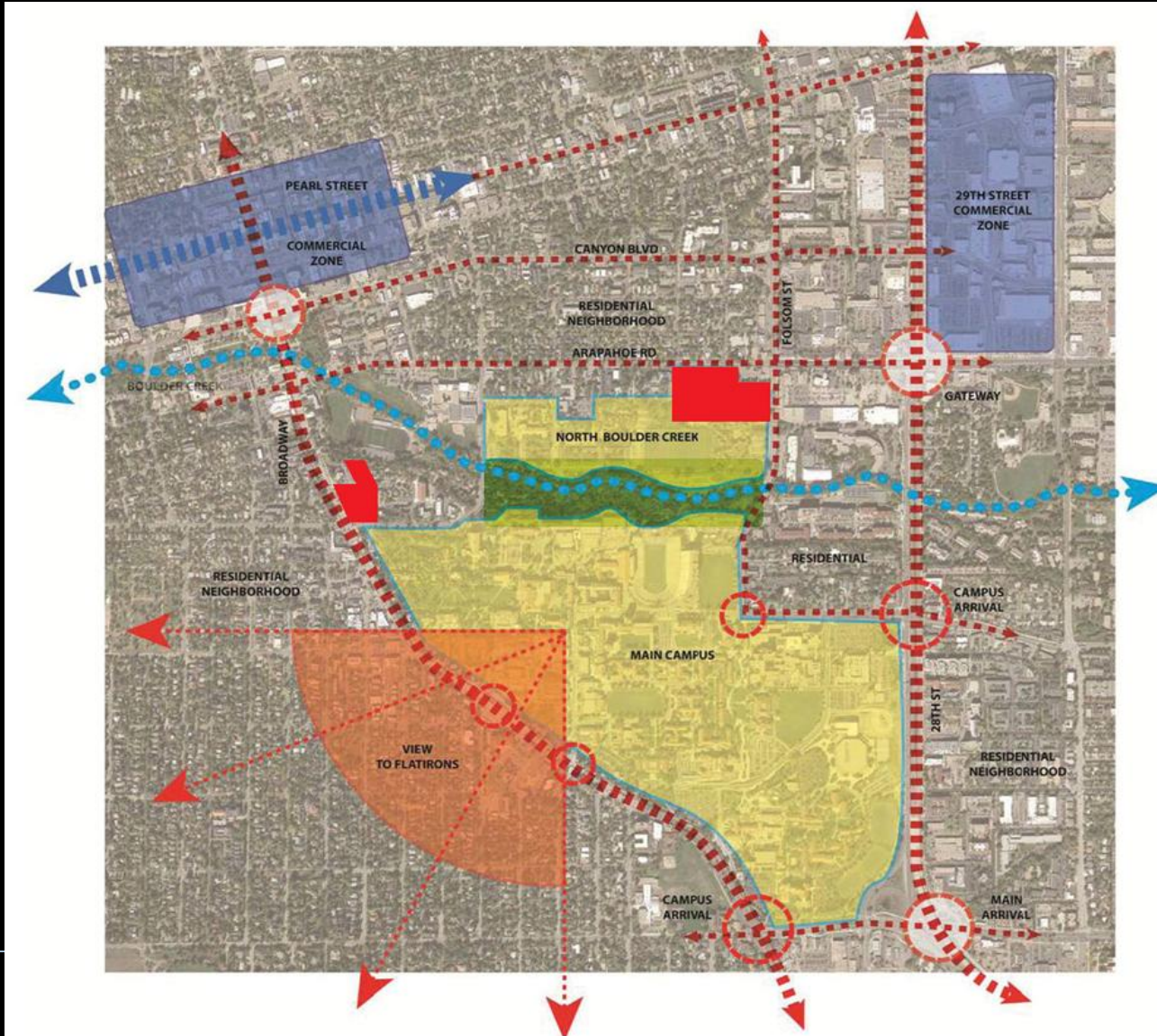
## Grandview Site: Immediate Context





# CU/Hotel Conference Facility Site Options

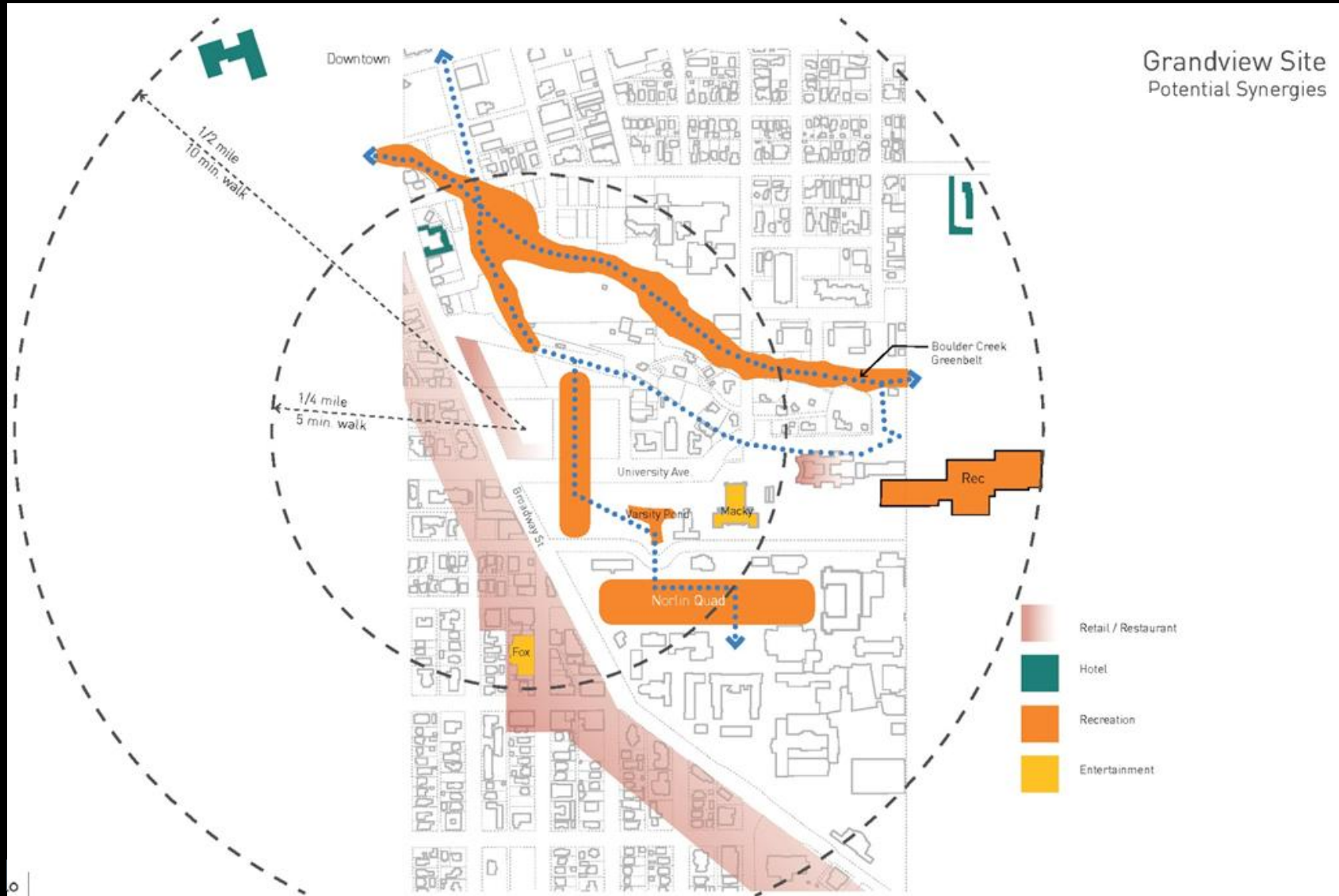
## *Grandview Site: Community + Campus Connectivity*





# CU/Hotel Conference Facility Site Options

## Grandview Site: Immediate Context



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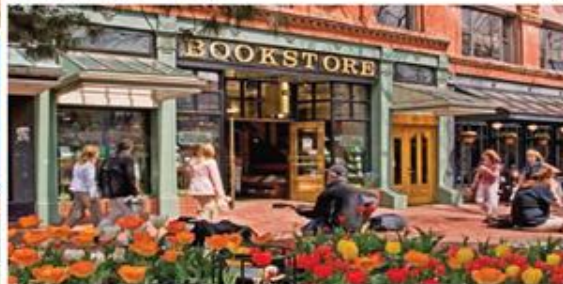
## Grandview Site: **Character**



IN-FILL



MIXED-USE



VIBRANT



ESTABLISHED

IN THE MIX



DEFINED / PROGRAMMED OPEN SPACE



PEDESTRIAN-CENTRIC



PASTORAL CONTEXT / COMMUNITY CHARACTER



# CU/Hotel Conference Facility Site Options

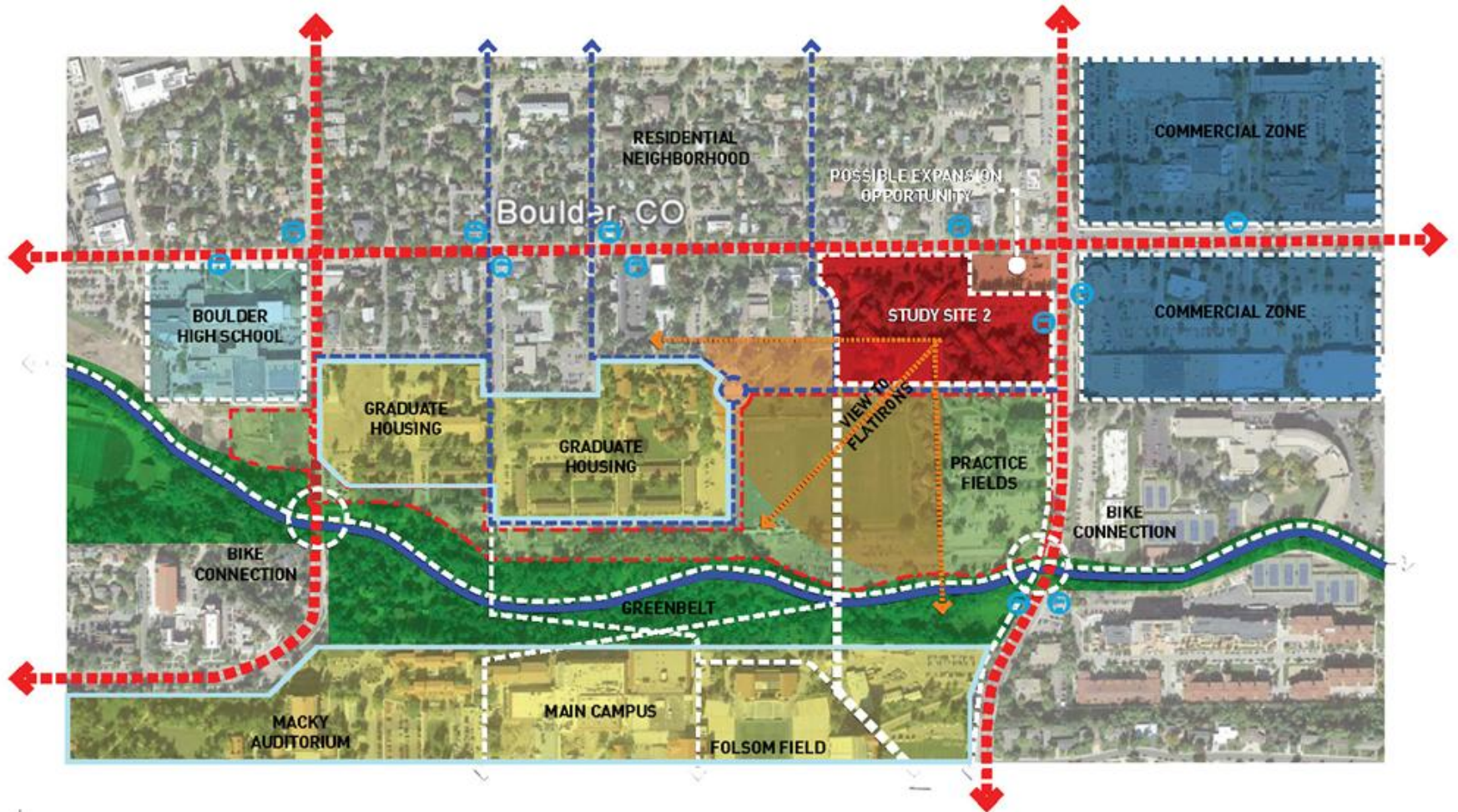
## *Folsom Site:* **Physical Site Characteristics**





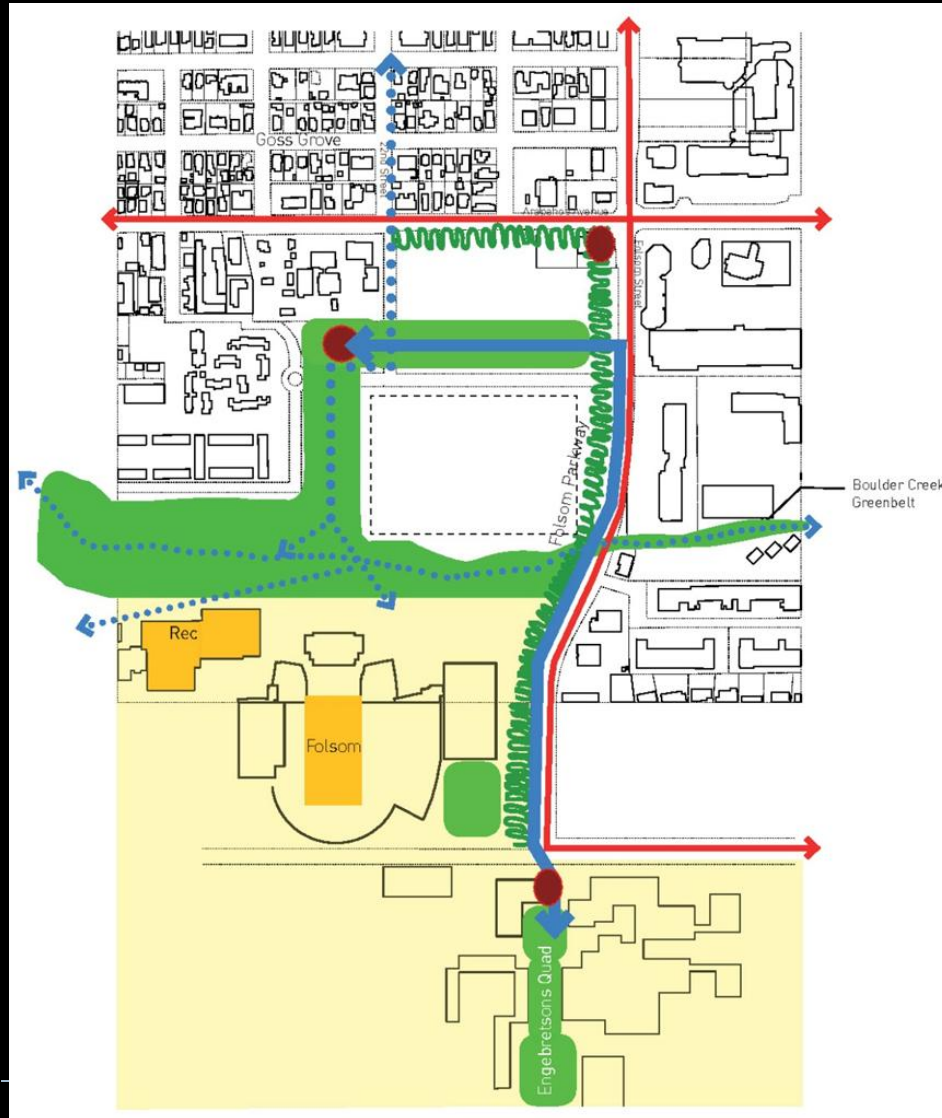
# CU/Hotel Conference Facility Site Options

## *Folsom Site: Immediate Context*



# CU/Hotel Conference Facility Site Options

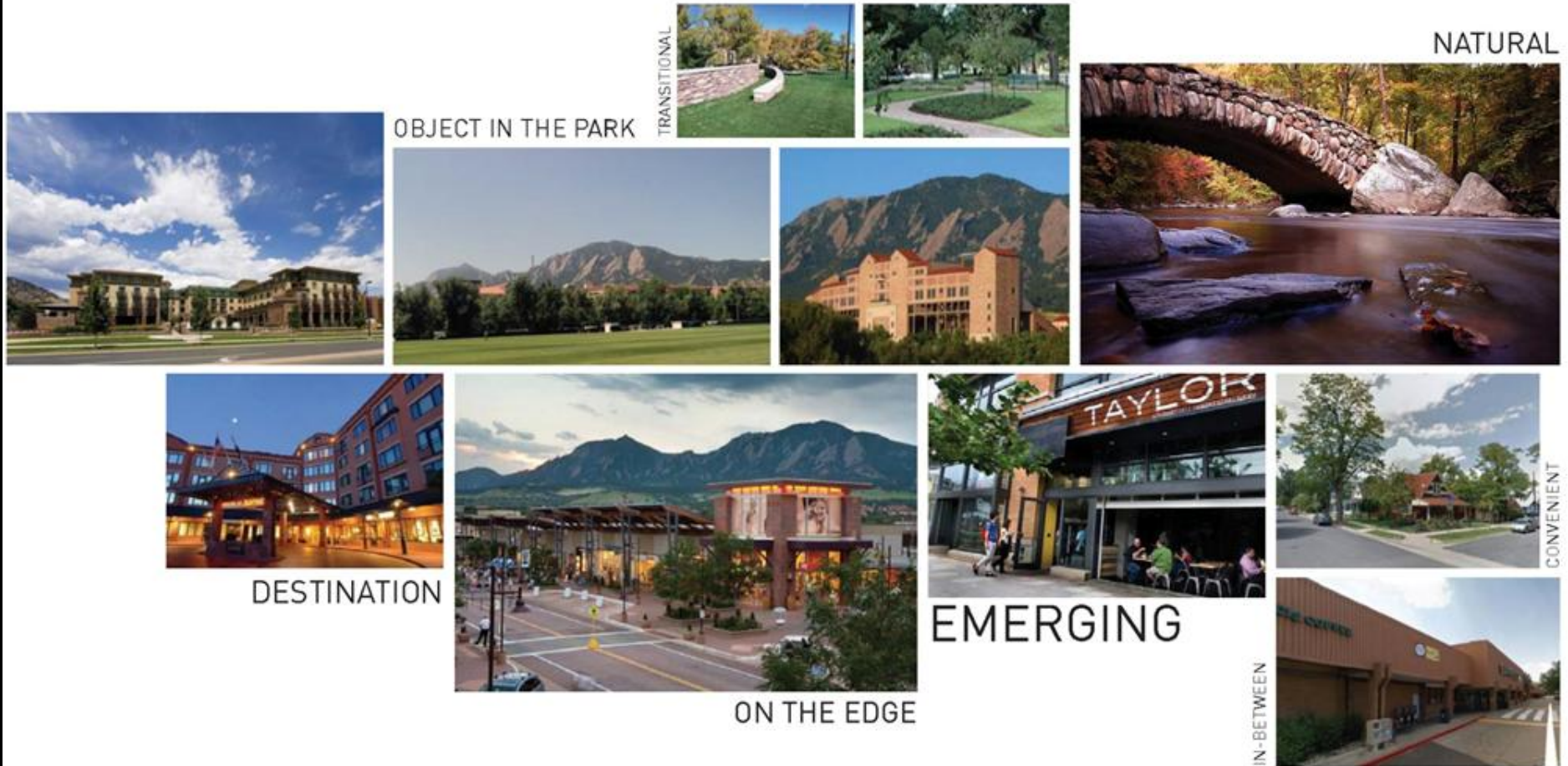
## *Folsom Site:* **Community + Campus Connectivity**





# CU/Hotel Conference Facility Site Options

## Folsom Site: **Character**





# Questions on Moratorium Project

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- ▶ Questions or comments about the analysis or recommendations?
  - ▶ Other issues that should be considered and/or addressed?
  - ▶ Should staff explore tax policies to encourage projects that address desired uses that are difficult to attract or that implement the Hill vision?
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# Questions on CU Conference Center

- ▶ Should the city staff team continue to work with the university to explore options and feasibility for development of a university-affiliated hotel and conference center on either the Grandview site or Folsom site?

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